



Kellogg Company recognises its obligation to its customers, community and online visitors to adhere to the highest standards of decency, fairness, and integrity in all its operations. Likewise, we're dedicated to the fundamentals of protecting consumer privacy on the Internet.

## **Gathering and use of information**

Kellogg only collects personal information from our visitors on a voluntary basis. We don't require this information to obtain access to any of our sites. Personal information received from any visitor will only be used for the removal of abuses and internal Kellogg purposes. It will not be sold or provided to third parties, without your prior consent.

By entering the website, users are agreeing that any posts, blog or communication made will be legal, decent and honest and in no way defamatory, illegal or offensive. Kellogg reserves the right to remove any communications that are deemed to be violating these terms and have the right to block any violating users from the site.

In communicating with children, Kellogg is especially mindful of the need to protect their personal privacy. It is for this reason that we will ask for confirmation of date of birth at the point of registering for any promotion on the website. Information from any users who are under 16 cannot be held in our database and so those under 16 will not be able to register. We include several notices asking children to get parental permission before providing any personal information. Personal information may include name, address, email address, age, etc.

We may also occasionally ask, on a voluntary basis and with parental permission if appropriate, for personal information for our internal use, such as marketing and research. We'll maintain your privacy and will not sell or provide this information to third parties. Only those who ask to be added to our updates list or who ask for information from us will receive email communications from us. We offer an "opt-out" feature that allows you to remove your email address from our files at any time. You can always re-enter.

In some circumstances, we may partner with another company to provide certain content, programs or features. In those situations, when you provide personal information about you or your child, it may be sent directly to Kellogg and to our partner company, or we may share the information with our partner company. At the time of registration, we will let you know whether, in addition to Kellogg, another company is collecting information or if we need to share your personal information with a partner company to provide the program, service or feature. We (and our partner company) will also provide a link to the respective online privacy policies so that you can make an informed decision about whether to share your (or your child's) information. If you choose to not have your or your child's information shared, your information will not be shared, and you will not be able to participate in or receive the benefits or services provided by our business partners. Although we strive to only partner with companies who agree to adopt privacy policies that are consistent with our own values, we are not responsible for the policies or offerings of any third party, and urge you to review their policies and terms and conditions as they may vary.



Visitors to the site posting a comment / blog or any onsite communication website will be legal, decent and honest and in no way defamatory, illegal or offensive. We would also therefore reserve the right to remove any such posts and potentially remove any users making such posts from the site.

## **Safe Harbour**

The processing of personal data that the Kellogg Company collects on this website may take place in the United States, as part of a Safe Harbor Agreement, which guarantees the same levels of protection as the United Kingdom.

For more information on the law concerning the protection of personal data in the UK visit <http://www.ico.gov.uk/>

### **PRIVACY POLICY AND SAFE HARBOR AGREEMENT**

The Kellogg's Company is committed to meeting the highest standards of ethical business practices and strives to collect, use and disclose personal information in accordance with the laws of each country where it operates. The following Safe Harbor privacy principles have been established by Kellogg's regarding the transfer of personal information from the European Economic Area (EEA) (which includes the 27 member countries of the European Union (EU) plus Iceland, Liechtenstein and Norway) and Switzerland to the United States (USA).

#### **Safe Harbor**

The United States Department of Commerce (USA) and the European Union (EU) have agreed on a set of data protection principles and frequently asked questions (the "Safe Harbor Principles") to enable U.S. companies to satisfy the demands of European Union laws requiring that protection be given to personal data transferred from the EU to the USA. Kellogg's is committed to principles of Safe Harbor in line with its commitment to protecting privacy.

#### **Scope**

The Safe Harbor Policy (The "Policy") applies to any personal data received from consumers by Kellogg's in the United States from the European Economic Area and Switzerland in any format whatsoever, including electronic, paper or oral.

#### **Definitions**

Under this policy, the following definitions apply:

"Agent" means any external provider that collects or uses personal information on instruction, and only in favor of Kellogg's or that discloses personal information for use on behalf of Kellogg's.

"Kellogg's" means the company Kellogg's, its successors, subsidiaries, divisions and groups in the USA.

"Personal Information" means any personal information or set of information that provide information on race, ethnic origin, political opinions, religious or philosophical beliefs, union



affiliation, health status, sexual orientation. Kellogg's will also manage in confidence any information received from a third party that it considers or treats as confidential.

### **Privacy Principles**

The Privacy Principles are based on the principles of Safe Harbor.

**INFORMATION:** Within the EEZ, wherever Kellogg's collects personal information directly from individuals, the company will keep them informed of the purpose for collecting this information and choices available to them to limit the use and disclosure of their personal information. A warning will be put in place in clear and understandable language whenever individuals are asked to provide personal information to Kellogg's, or as soon as possible after seeking such information or in any case before Kellogg's uses or disclose such information for any purpose other than for which they were originally collected, or to an agent.

**Choice:** When asking for personal information, Kellogg's gives individuals the choice (option) (a) disclose or not to an agent (b) the use or not for a purpose other than for which they were originally collected or expressly authorized by the issuer.

For sensitive personal information, Kellogg's gives individuals the opportunity to affirmatively and explicitly permit ("opt-in") the disclosure of such information to an agent or use such information in a purpose other than for which they were originally collected or expressly authorized by the issuer.

**Data Integrity:** Kellogg's will use personal information only in a manner consistent with the purpose for which they were collected or expressly authorized by the issuer. Kellogg's will take all necessary measures to ensure that data are adequate, complete and. We collect and store only personal information needed to meet demands and respond to requests.

**Transfer Agents:** Kellogg's will obtain assurance of its agents that personal information will be kept under the terms of this policy. Examples of appropriate safeguards provided by an agent may include a contract binding the agent to provide at least the same level of protection required by the Safe Harbor principles on the subject, as defined by EU Directive 95/46/EC ( EU Directive on data protection), Safe Harbor certification service provider, or compliance with another authorization from the European Commission (e.g. for companies headquartered in Canada).

**Access and correction:** Upon request, Kellogg's will enable individuals to access their personal information held by the company. In addition, Kellogg's will take the necessary measures to allow individuals to correct, correct or delete information that prove to be inaccurate or incomplete. These requests may be made by contacting our advice to consumers 0810806609 (local call cost from a landline) or <http://www.kelloggs.fr/service-conseil-consommateurs>.

**Dispute Resolution:** Any questions or queries regarding the use or disclosure of personal information should be addressed directly to the Kellogg's Careline **free of charge** from anywhere in the UK by dialling **0800 626066** between 8:00am and 6:00pm, Monday to Friday.



## **Cookies**

Kellogg may use "cookie" technology to obtain non-personal information from its online visitors. We never use cookies or any other tool to obtain personal data. The cookie tracks the total number of visitors to our sites in an aggregate form (you're one of a group and your information is not singled out). We don't extract personal information in this process nor do we provide this information to third parties. We also do not contact you. Cookies allow us to update and improve our sites. All our cookies expire after 4 weeks. We also don't use Flash cookies or web beacons.

## **Links**

Kellogg websites may contain "links" to other sites and we make every effort to only link to sites that share our high standards of decency, fairness, and integrity. We try our best to ensure that these links are safe for children. However, children should always check with a parent/guardian or adult before linking to any new sites.

## **Security**

Kellogg has taken steps to make all information received from our online visitors as secure as possible against unauthorised access and use. All information is protected by our security measures, which are periodically reviewed.

## **Summary**

Kellogg approaches our communications on the Internet with the same respect for, and commitment to, individual privacy rights, concern, and respect for the different sensibilities of our child consumers. We support active self-regulation of this new environment to ensure that responsible marketers can maintain the right to use all communication media to interact with its consumers.

As the Internet evolves, our policy will evolve with it. Please check back periodically to see changes and additions.

If you have any questions about Kellogg online privacy policies or procedures, please contact us. Our Consumer Services Team are prepared to address any concerns you may have about the privacy, safety and appropriateness of any material you see on our website or any of our brand sites.